



Buy Detail Report

Date: 11/1/2011

Client: Independence Virginia PAC
Media: TV
Product: Independence Virginia PAC
Primary Demo: Adults 35+

Flight Start Date: 10/29/2012
Flight End Date: 11/11/2012

Vendor: WJLA

2916 140
V1 ORD, 949

Daypart	Daypart Code	COST	Wks	Dur	11/8	Total Adults 35+ Adults 55+ Men 25-34 Spots					
						RTG CPP	RTG CPP	RTG CPP	RTG CPP		
Washington, DC											
WJLA-TV											
M-F 7a-9a	M	\$3,000.00	30	0	1	1	2.2	3.3	0.2		
GOOD MORNING AMERICA	EM						\$1,363.64	\$909.09	\$15,000.00		
M-F 6p-630p	W	\$3,500.00	30	0	1	1	3.0	5.4	0.2		
ABC 7 NEWS AT 6PM	EN						\$1,466.67	\$848.16	\$17,500.00		
M-F 630p-7p	F/M	\$14,000.00	30	1	1	2	4.1	7.8	0.7		
WORLD NEWS TONIGHT ADJACENCY	EN						\$3,414.83	\$1,704.37	\$20,000.00		
M-F 7p-1130p	M	\$20,000.00	30	0	1	1	4.3	8.4	1.2		
WHEEL OF FORTUNE	PA						\$4,651.18	\$2,380.95	\$16,666.67		
M-F 730p-8p	F	\$20,000.00	30	1	0	1	5.2	10.1	2.0		
JEOPARDY	PA						\$9,848.16	\$1,980.20	\$10,000.00		
M 8p-10p	PT	\$35,000.00	30	0	1	1	7.0	10.4	2.4		
DANCING WITH THE STARS	PT						\$5,000.00	\$3,365.36	\$14,583.33		
M 10p-11p	PT	\$30,000.00	30	0	1	1	6.6	5.3	1.7		
CASTLE	PT						\$4,545.45	\$5,680.35	\$17,847.06		
F 9p-10p	PT	\$16,000.00	30	1	0	1	4.8	1.4	0.5		
SHARK TANK	PT						\$3,125.00	\$10,714.29	\$30,000.00		
M-F 11p-1135p	F-M	\$8,000.00	30	0	1	2	3.6	4.3	0.5		
ABC 7 AT 11M-F	LN						\$1,368.89	\$1,162.79	\$10,000.00		
M-F 1135p-1205a	M	\$4,000.00	30	0	1	1	1.9	2.4	0.4		
NIGHTLINE	LF						\$2,105.26	\$1,665.67	\$10,000.00		
Sa 7a-8a	WK	\$1,500.00	30	1	0	1	1.1	1.7	0		
GMA SATURDAY	WK						\$1,363.64	\$882.35	\$0.00		
M-F 9a-10a	DT	\$2,500.00	30	0	1	1	1.4	2.0	0		
LIVE W/ KELLY & MICHAEL	DT						\$1,785.71	\$1,250.00	\$0.00		
M-F 11a-12n	DT	\$3,500.00	30	0	1	1	1.5	2.3	0.1		
THE VIEW	DT						\$2,333.33	\$1,521.74	\$35,000.00		

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Please Book & Confirm ASAP
Please Sign & Fax Back

X

JD: RAUPE
Fwi: KATZ

Please Book & Confirm ASAP
Please Sign & Fax Back

X *[Signature]*

J.D. RAUPE

Fri. 10/27/11

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Primary Demo: Adults 35+

Flight Start Date: 10/29/2012
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Daypart	Daypart Code	Wks	Dur	10/29	11/5	Total Adults 35+ Adults 66+ Men 25-34			
						Spots	$\frac{RTG}{CPP}$	$\frac{RTG}{CPP}$	$\frac{RTG}{CPP}$

Washington, DC

WJLA-TV

Su 9p-10p

REVENGE

PT \$40,000.00

30 1 0

Total Spots: 6 10
Total GRP(Gross Rating Points): 26.1 35.8

Total Cost: \$216,000.00

Total

NOV 12 \$216,000.00

(15)

1 6.3 4.0 2.5
\$6,348.21 \$10,000.00 \$16,000.00

16 60.7 80.9 13.6
\$3,558.48 \$2,068.96 \$15,082.36

Total CPP/CPM:

16